What is claimed is:

1 A digital content creator for inserting electronic watermarked data into a digital content, said electronic watermarked data in which a URL (Uniform Resource Locator) of a Web site providing advertisement information is described.

2 The digital content creator defined in claim 1, wherein said digital content comprises an advertisement image.

3 A digital content creator comprising:

a discrete cosine converter for subjecting a digital content to discrete cosine conversion and thus creating a DCT coefficient; and

a data inserter for inserting electronic watermarked data into said DCT coefficient;

said electronic watermarked data in which a URL (Uniform Resource Locator) of a Web site providing advertisement information is described.

4 The digital content creator defined in Claim 2, wherein said digital content comprises an advertisement image.

5 A digital content creator for inserting electronic watermarked data into a digital content, said electronic

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5   watermarked data in which a URL (Uniform Resource Locator)

of a Web site providing advertisement information is

described, said digital content creator comprising:

an inserter for inserting said electronic watermarked

data into said digital content.

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6 The digital content reproducer defined in claim 5,

wherein said digital content comprises an advertisement

image.

15   7 A digital content creator comprising:

a discrete cosine converter for subjecting a digital

content to discrete cosine conversion and thus creating a

DCT coefficient; and

a data inserter for inserting electronic watermarked

20   data into said DCT coefficient;

said electronic watermarked data in which a URL (Uniform

Resource Locator) of a Web site providing advertisement

information is described; and

an inserter for inserting said electronic watermarked

25   data into said digital content.

8 The digital content reproducer defined in claim 7,

wherein said digital content comprises an advertisement

image.

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9 A digital content reproducer that detects electronic watermarked data inserted in a digital content and then manifests said digital content on a display, wherein a Web site supplying advertisement information is accessed based

10 on a value of said electronic watermarked data to receive said advertisement information, said advertisement information being manifested on said display.

10 The digital content reproducer defined in claim 9,

15 wherein said digital content comprises an advertisement image.

11 A digital content reproducer comprising:

a decoder for extracting a DCT coefficient from a

20 digital content into which electronic watermarked data is inserted;

a detector for detecting said electronic watermarked data inserted into said DCT coefficient; and

a display for subjecting said DCT coefficient to inverse

25 discrete conversion and reproducing said digital content;

wherein said display receives said advertisement information by accessing a Web site supplying advertisement information based on said electronic watermarked data and manifests said advertisement information on said display.

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12 The digital content reproducer defined in claim 11, wherein said digital content comprises an advertisement image.

10 **13** An advertisement information distribution system comprising:

a communication line;

a digital content reproducer and an advertisement site which are interconnected to said communication line; and

15 a digital content creator;

said digital content creator having means for inserting electronic watermarked data into a digital content;

said digital content reproducer having means for detecting electronic watermarked data from a digital

20 content into which electronic watermarked data is inserted; means for reading out advertisement information from an advertisement site specified by a value of electronic watermarked data through said communication line; means for reproducing digital contents; and means for displaying a

25 reproduced digital content and said advertisement information;

said advertisement site having means for distributing goods or services.

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5   **14** The advertisement information distribution system

defined in Claim 13, wherein said communication line

comprises the Internet.

15 The advertisement information distribution system

10   defined in Claim 14, wherein a URL of a Web site supplying

advertisement information is described to said electronic

watermarked data.

16 The advertisement information distribution system

15   defined in Claim 13, wherein said digital content comprises

an advertisement image.

17 A digital content creation method wherein electronic

watermarked data is inserted into a digital content, said

20   electronic watermarked data in which a URL of a Web site

supplying advertisement information is described.

18 The digital content creation method defined in Claim 17,

wherein said digital content comprises an advertisement

25   image.

19 A digital content creation method comprising the steps

of:

creating a DCT coefficient by subjecting a digital

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5   content to discrete cosine conversion; and

inserting electronic watermarked data into said DCT

coefficient;

said electronic watermarked data in which a URL of a Web

site supplying advertisement information is described.

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20 The digital content creation method defined in Claim 19,

wherein said digital content comprises an advertisement

image.

15 **21** A digital content reproduction method, wherein

electronic watermarked data inserted into a digital content

is detected and said digital content is manifested on a

display, comprising the steps of:

receiving said advertisement information by accessing a

20 Web site supplying advertisement information based on a

value of said electronic watermarked data; and

manifesting said advertisement information on said

display.

25 **22** The digital content reproduction method defined in

Claim 21, wherein said digital content comprises an

advertisement image.

23 A digital content reproduction method comprising the

5   steps of:

extracting a DCT coefficient from a digital content into which electronic watermarked data is inserted;

detecting said electronic watermarked data inserted into said DCT coefficient;

10   subjecting said DCT coefficient to inverse discrete cosine conversion and then reproducing said digital content;

displaying said reproduced digital content;

receiving said advertisement information by accessing a

15   Web site supplying advertisement information based on a value of said electronic watermarked data; and

displaying said advertisement information.

24   The digital content reproduction method defined in

20   Claim 23, wherein said digital content comprises an advertisement image.

25   An advertisement information distribution method comprising the steps of:

25   inserting electronic watermarked data into a digital content;

outputting the digital content into which said electronic watermarked data is inserted;

extracting electronic watermarked data from the digital

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5   content into which said electronic watermarked data is
       inserted;

            reading out the advertisement information from a Web
       site specified by a value of said electronic watermarked
       data; and

10   displaying said digital content and said advertisement
       information.

       26 The advertisement information distribution method
       defined in Claim 25, wherein a URL of said Web site
15   supplying advertisement information is described to said
       electronic watermarked data.

       27 The advertisement information distribution method
       defined in Claim 25, wherein said digital content comprises
20   an advertisement image.

       28 A computer readable recording medium on which a program
       is recorded, said program making a computer execute the
       step of creating a DCT coefficient by discrete-cosine
25   converting a digital content and the step of inserting
       electronic watermarked data into said DCT coefficient;

            an URL of a Web site supplying advertisement information
       being described to said electronic watermarked data.

5   **29** The recording medium defined in Claim 28, wherein said

digital content comprises an advertisement image.

30 A computer readable recording medium on which a program

is recorded, said program making a computer execute the

10   step of extracting a DCT coefficient from a digital content

into which electronic watermarked data is inserted, the

step of detecting said electronic watermarked data inserted

into said DCT coefficient, the step of inverse-discrete-

cosine converting said DCT coefficient to reproduce a

15   digital content, and the step of displaying the reproduced

digital content, said computer storing a program for

executing the steps of receiving said advertisement

information by accessing the web site based on a value of

said electronic watermarked data and displaying said

20   advertisement information.

31 The recording medium defined in Claim 30, wherein said

digital content comprises an advertisement image.